



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/29 thru 01/04

(prices in dollars per carton)

Fri. Dec 29, 2006

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		15.8% of 17,000 stores				21.2% of 17,000 stores				20.5% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack				140	0.99	20	1.56	280	1.19		30	0.72
	White 18 pack	180	1.69	650	2.00			190	1.99		710	1.67	
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	1.00	510	0.93	70	1.00	1,520	0.98	40	0.59	930	0.87
SPECIALTY	White 18 pack			200	1.69			600	1.64			40	1.00
	Brown 12 pack											200	0.77
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			110	3.72			150	3.50			450	3.41
	OMEGA-3												
CAGE-FREE	White 12 pack	120	1.99	380	2.61	230	2.47	470	2.22			200	1.99
	Brown 12 pack			10	3.29			120	1.99	560	1.99	670	1.99
	CAGE-FREE												
	White 12 pack							70	2.12				
	Brown 12 pack			680	2.45			830	2.31			1,400	2.15

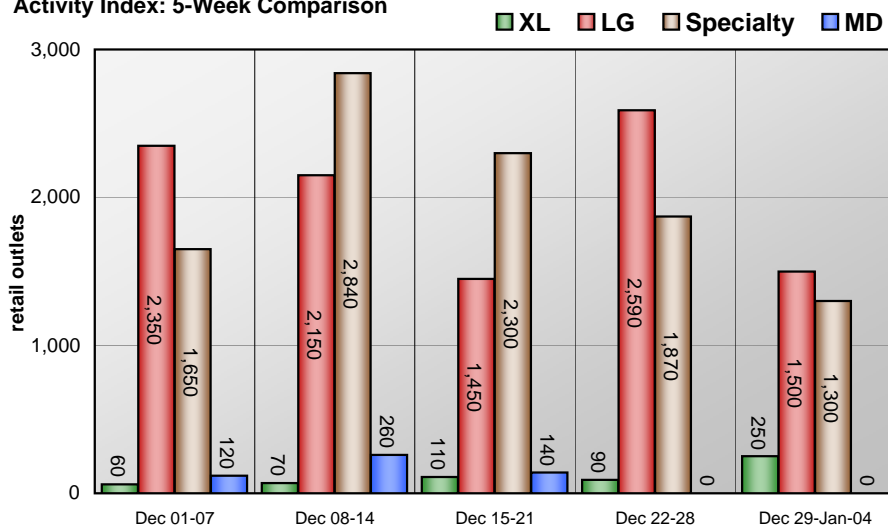
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,750	2,680	1,950	Large Eggs on Dec-25-2006 437.6 down 16%
Specialty	1,300	1,870	3,280	
Total (includes MD)	3,050	4,550	5,230	
Special Rate 4/:	3.0%	10.1%	2.3%	

5/: 1,000's of 30-doz cases

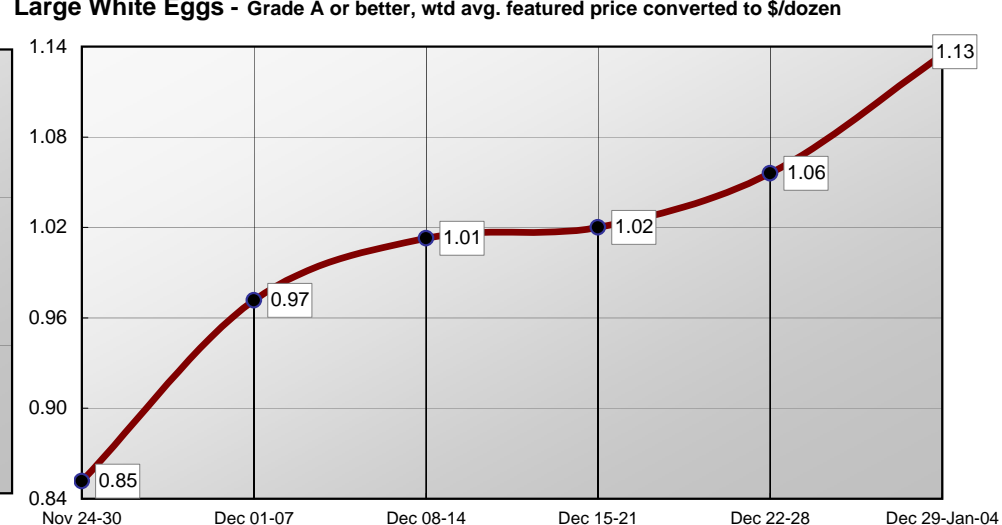
SHELL EGG and EGG PRODUCTS FEATURING

Post holiday Egg Nog ads dropped about 79%. Promotional activity is lower on both regular shell and specialty eggs when compared to last week and the same week a year ago. The average price of Grade A or better Large white eggs to consumers increased sharply but on very limited promotions. Medium egg ads are still very hard to find. Specialty egg ads are spread throughout this cycle and are most visible in the Northeast and Midwest regions. Cage Free brown eggs are still the frontrunner in this sector. Overall feature activity on carton Egg Products is up from a week ago.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		14.2% of 3,900 sampled outlets						2.2% of 4,700 sampled outlets						32.0% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 680 (includes Medium)						Activity Index = 160 (includes Medium)						Activity Index = 1,070 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99												
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack							1.00	50	1.00	0.77 - 1.00	100	0.87				0.77 - 0.99	350	0.93
	White 18 pack																1.69	200	1.69
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			White 30 pack			White 12 pack			White 30 pack			White 12 pack			White 30 pack		
	White 12 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99 - 4.00	80	4.00										2.98	30	2.98
S P E C I A L T Y	OMEGA-3																		
	White 12 pack	1.99	120	1.99	1.99 - 2.50	180	2.17										3.00	200	3.00
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.19	290	2.61				2.50	10	2.50				2.50	290	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		6.9% of 2,700 sampled outlets						44.8% of 1,900 sampled outlets						9.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 310 (includes Medium)						Activity Index = 790 (includes Medium)						Activity Index = 40 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	80	0.99				0.99	40	0.99				0.99	10	0.99
	White 18 pack	1.69	10	1.69	1.99	140	1.99	1.69	170	1.69	2.00	500	2.00				1.99	10	1.99
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack	1.00	20	1.00	0.99 - 1.00	60	0.99												
	White 18 pack																		
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			White 30 pack			White 12 pack			White 30 pack			White 12 pack			White 30 pack		
	White 12 pack																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack																3.29	10	3.29
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack										1.89	80	1.89				0.99	10	0.99

Note: See page 1 for explanatory notes.



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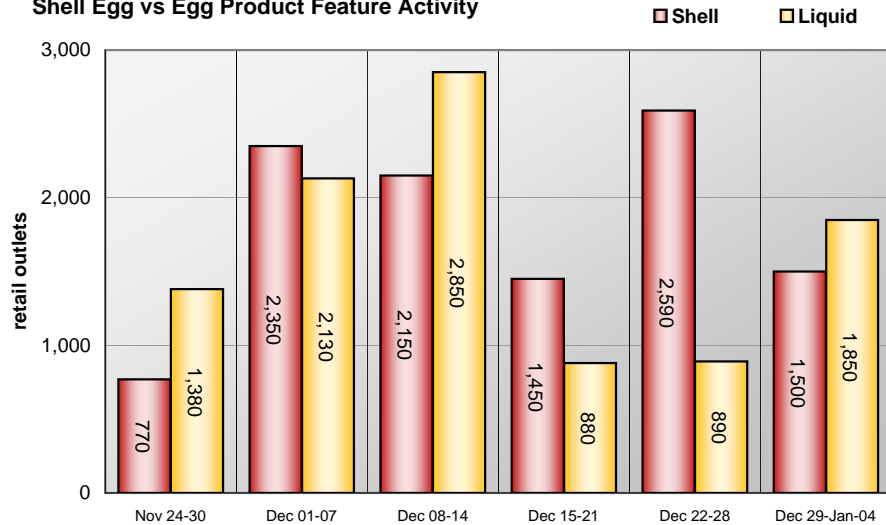
EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.4%	3.8%	27.2% of 3,900 sampled	1.5% of 4,700 sampled	2.8% of 2,800 sampled	3.0% of 2,700 sampled	7.5% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,850	890	Activity Index = 1,430	Activity Index = 70	Activity Index = 10	Activity Index = 60	Activity Index = 280	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	1,460 2.34	870 2.48	1.99 - 2.99 1,180 2.35	2.50 70 2.50	2.50 10 2.50	2.00 - 2.50 50 2.41	2.00 - 2.99 150 2.11	
32 oz. carton	300 4.48	20 3.99	3.99 - 5.49 160 5.33			3.50 10 3.50	3.50 130 3.50	
3 - 4 oz. cups								
2 - 8 oz. cups	90 2.99		2.99 90 2.99					

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

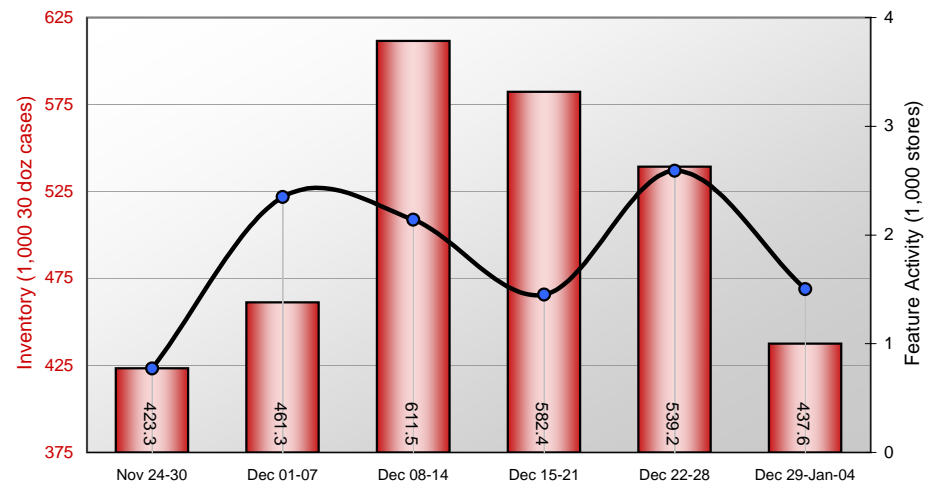
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.1%	64.0%	26.8% of 3,900 sampled	1.7% of 4,700 sampled	14.0% of 2,800 sampled	20.0% of 2,700 sampled	3.0% of 1,900 sampled	29.8% of 1,000 sampled
2/ Activity Index	2,720	13,110	Activity Index = 1,240	Activity Index = 110	Activity Index = 420	Activity Index = 580	Activity Index = 50	Activity Index = 320
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	1,230 2.34	4,800 2.39	1.69 - 3.49 970 2.51	1.79 - 2.29 10 2.00	0.99 - 2.50 150 1.70	1.49 - 2.19 50 1.93	1.79 20 1.79	1.25 - 1.39 30 1.28
64 ounce	1,490 2.70	8,310 2.96	2.50 - 3.79 270 3.12	2.50 - 3.79 100 3.03	2.50 - 2.99 270 2.54	2.50 - 2.59 530 2.58	2.50 - 2.68 30 2.57	1.99 - 2.99 290 2.58

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.